

HILL & LAKE PRESS ADVERTISING RATES

Hill and Lake Press, founded in 1975, is a *non-profit volunteer neighborhood newspaper* serving the area around Lake of the Isles and Cedar Lake. Hill and Lake Press, a founding member of the Neighborhood Press Association, has been cited as “Best Newspaper of its Class” several times. Circulation: 6000.

Hill and Lake Press is distributed door-to-door usually the **third weekend of each month** to residents living west of Hennepin Avenue, north of Lake Street, east of France Avenue, and south of Dunwoody Boulevard. Bulk deliveries are made to the following area businesses: The Walker Art Center, Kenwood Rec Center, Corner Balloon Shop, Green Mill, Isles Bun & Coffee, Lowry Hill Liquor, Sebastian Joe’s, Calhoun Vision, Quality Coaches, Dunn Brothers, Uptown YWCA, Kenwood Barbers, ARTrageous Adventures, Birchbark Books, Central Bank, Hennepin Lake Liquor, and The Woman’s Club of Minneapolis.

Popular sizes:	Black & White	4 Color (CMYK)	Spot Color
Minimum ad size: 2”h by 3 ¼”w	\$46.00	\$29.00	\$16.00
3”h by 3 ¼” (1 col.) w	\$55.00	\$41.00	\$24.00
4”h by 3 ¼” (1 col.) w	\$70.00	\$53.00	\$32.00
5”h by 3 ¼” (1 col.) w	\$85.00	\$65.00	\$40.00
6”h by 3 ¼” (1 col.) w	\$100.00	\$77.00	\$48.00
7”h by 3 ¼” (1 col.) w	\$115.00	\$89.00	\$56.00
3”h by 6 ¾” (2 col.) w	\$100.00	\$77.00	\$48.00
4”h by 6 ¾” (2 col.) w	\$130.00	\$101.00	\$64.00
5”h by 6 ¾” (2 col.) w	\$160.00	\$125.00	\$72.00
6”h by 6 ¾” (2 col.) w	\$190.00	\$149.00	\$76.00
7”h by 6 ¾” (2 col.) w	\$220.00	\$173.00	\$78.00
Half page: 7 ½”h by 10 1/8”w (Discounted)	\$295.00	\$190.00	\$81.00
Full page: 15” h by 10 1/8”w (Discounted)	\$565.00	\$215.00	\$117.00

Color costs noted above are in addition to the cost of a black and white ad. All ads exceeding the exact column inches contracted for will be billed at the next column inch. Ads requiring publishing assistance will be billed at \$90.00 per hour. Acceptable file formats: PDF, EPS, TIFF, or JPG. Microsoft Word may require publishing assistance. Please, no publisher files. Color: Color ads should be designed in CMYK (Cyan, Magenta, Yellow, & Black). All black text should be created in black ink only. Photos and text should be converted to 300 DPI before converting to final acceptable file format. Spot color ads must have the specific spot color designated.

Mechanical Requirements: offset printing; tabloid, 11” x 17”; 85 line screen for photos; 3 Columns per page: 1 col: 3 1/4” / 2 col: 6 3/4” / 3 col: 10 1/8” wide.

Inserts: 6,000 machine inserted pieces \$195.00. Please deliver to David Reed | Customer Service Representative | Quad/Graphics, Inc., 5101 Valley Industrial Blvd South | Shakopee, MN 55379.

As a non-profit neighborhood publication, **HILL and LAKE PRESS** does not pay agency commissions. **NEW ADS and POLITICAL ADVERTISING: CASH or CHECK IN ADVANCE ONLY.** Please mail check to Hill and Lake Press c/o Jean Deatrick, 1821 Dupont Ave S, Minneapolis, MN 55403.

DEADLINES:

Space reservation deadline is approximately two weeks before the third Friday of each month. Rates are for **PRINT READY** ads delivered to **Jean Deatrick, 1821 Dupont Ave S., Minneapolis, MN 55403**, preferably sent as an email attachment to **hillandlakepress@gmail.com**

HILL and LAKE PRESS reserves the right to revise or reject any advertisements deemed objectionable. The **HILL and LAKE PRESS** is not responsible for inaccurate prices that it may publish.

Advertising Manager
Jean Deatrick
 (612) 377-7353
 hillandlakepress@gmail.com

Interim Business Manager
Heather Deatrick
 612-377-7353
 hillandlakepress@gmail.com

Jean Deatrick, Editor
Hill & Lake Press
1821 Dupont Ave S
Minneapolis, MN 55403
612-377-7353
hillandlakepress@gmail.com
www.hillandlakepress.com

Hill & Lake Press Schedule 2017

<u>Month</u>	<u>Deadline</u>	<u>Publication Date</u>
January	9	20
February	13	24
March	13	24
April	10	21
May	8	19
June	12	23
July	10	21
August	7	18
September	11	22
October	9	20
November	6	17
December	4	15